

# I'm MBE/WBE SDO Certified! What's my next step?

### MARKETING TO PUBLIC ENTITIES

- Developing relationships that work
- Outreach & market to SDP Supplier Diversity Officers
- Develop marketing materials for public agencies
- Identify yourself as an SDO certified business
- Include the information in all your marketing material
- Follow us on Twitter <a>@MASS\_OSD</a>
- Use social media



SDO CERTIFICATION

## SDP TECHNICAL & SUPPORT SERVICES

- Supplier Diversity Program Basic Training
- Check the SDO and SDP websites for training and networking opportunities
- www.mass.gov/sdo
- www.mass.gov/sdp
- www.mass.gov/sbpp

#### DEVELOPING PARTNERSHIPS & NETWORKING EVENTS

- Look for partnership opportunities & relationship building
- Attend networking events

#### NAVIGATING COMMBUYS ONLINE SOLICITATION OPPORTUNITIES

- Register in COMMBUYS
- www.COMMBUYS.com
- Sign up for the SBPP if applicable
- View all bidding opportunities
- Find bids
- Submit bids
- Attend bidder's conference

#### OSD TRAINING PROGRAM

- Webcast, webinars & instructor-led formats
- Training classes:
  - -Basic SDP and SDP Plan
  - -COMMBUYS
  - -Small Business Purchasing Program
  - -Connecting Your Business to the Commonwealth
- More information at <a href="www.mass.gov/osd">www.mass.gov/osd</a>